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PATENT  
Attorney Docket No.: 90204-750840(004500US)  
Client Ref. No.: REG00035 1999PT

KILPATRICK TOWNSEND & STOCKTON LLP

By: /Sylvia E. Arnold/

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Jeffrey Bezos

Confirmation No.: 8505

Application No.: 09/437,815

Examiner: UBER, NATHAN C

Filed: Nov 10, 1999

Technology Center/Art Unit: 3622

For: METHOD AND SYSTEM FOR  
ALLOCATING DISPLAY SPACE

AMENDMENT

Customer No. 20350

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed March 21, 2012, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.